WHOLE NO. 25,405.

NOTICE.

THE DIRECTORY FOR ADVERTISERS WILL BE FOUND TO-DAY ON PAGE 9.

* PERSONAL. Business Personals.

ATTENTIVELY, attractively, luxuriantly, com-fortably familished parlor; guneral massage. STONICHOLM INSTITUTE, 720 Lexington av-MAIN OFFICE.

HERALD SQUARE.

HERALD BRANCH OFFICES.

For receiving advertisements and sale of particles and sole of particles and s

she, arga C., opple, Benjamin F., tock, Mabel I., tedelsperger, David, tuppel, George, Schmitt, Henry,

WATCHES, JEWELRY, &C.

WATCHES, JEWELRY, &C.

TIFFANY & CO.

Diamond and Gem Merchants

Stationery Department

Tiffany & Co.'s organization for steel and copper-plate engraving is at the height of effectiveness Orders executed promptly for invitations to weddings, public cere-

The property of the property o

DRY GOODS, &C.

Special Displays and Sales of Black and Colored Dress Goods, White Fabrics, Summer Cottons, Black Silks. Velvet Ribbons, Laces and Embroideries. Men's and Women's Hosiery at about half prices. Sales of Lamps, Lace Curtains, China and Glass, Summer Furniture, Pietures, Stationery, Carpst-size Smyrna Rugs, Baby Carriages and Go-Carts.

Women's High=Class

Dresses Ready-to-

Wear.

Second Floor, Broadway,
E direct particular attention to a showing of handsome Costumes and Dresses, representing a comparatively new field of production in

Ready-to-Wear Apparel—a field developed by large manufacturing interests devoted to a line of work heretofore monopolized by individual dressmakers and tailors.

Possessing ample means and ample facilities, these newly organized concerns are able to command the services of the best designers and needleworkers and to market their product for very

much less money than is de-

manded by individual producers.

We are anxious to have you in-spect these new lines, to study the garments and make com-

Details of three garments are given as representative of the collection shown:—

AT \$29.74—Princess Dress of dotted chiffon foulard, in reseda, Alice blue and navy; shirred at shoulders and wnist line; fancy chemisette of lace, short sleeves; skirt, finished at bottom with deep horder of tucks.

AT \$100.00—Black Chiffon Cloth Princess Gown, made over

AT \$100.00—Black Chillon Cloth Princess Gown, made over white taffeta and black mousseline de soie; waist and skirt trimmed with Spanish lace and silk medallione; white applique yoke; skirt finished at bottom with two tucked rufles.

AT \$165.00—Princess Gown of white Valenciennes lace over

of white Valenciennes lace over white chiffon and taffeta, clab-orately trimmed with heavy white lace; elbow sleeves; skirt finished with three full flounces.

The New Ready-to-Wear Riding Habits

Are Ready.

RIDING HABITS, with coats

\$2.00 and \$2.50 "J.

B." Corsets at 98c.

parisons of prices.

Costumes and

DRY GOODS, &C.

R. H. Macy & Co.'s Attractions S. 38, 20, 22, 24, 28 & 30 W. FOURTMENTH ST. 7 Are Their Law Prices.

Here Are Goods of Immediate Interest

that you cannot realize what excellent qualities are represented until you see them.

ARMURE TAPESTRY PORTIERES

SATIN FACED TAPESTRIES

Umbrella, fan and floral patterns- .24 ARMURE TAPESTRY COVERS

NEW MOMIE CRETONNES

ALL WOOL BRUSSELS RUGS

WOMEN'S WHITE SKIRTS

Deep lawn flounce, elaborately trim'd 1.93 with lace or emb'y-value \$2.08......

WOMEN'S SEMI-READY HATS

HEAVY TAFFETA SILK SKIRTS

Second Floor, 35th St. and Broadway.

NTIL we introduced Ready-to-Wear Riding Habits your toorder tailor had no real competition. Now he is taxed to the utmost if he makes appared as good as this, and he is totally at sea when it comes to matching our prices.

We are free to confess that a custom tailor—one of the best in the business—furnished our models. We passed them along to a Suit manufacturer, who made up the Habits as we ordered.

The fall and winter lines were remarkably successful—the spring lines ready to-day are even better. They include:—
RIDING HARITS with coasts

CHILDREN'S DRESSES White Lawn—high or low neck—lace or emb'y and wide H. S. Berfmas—sizes to 3 yrs.—value \$1.40...... CHILDREN'S DRESSES

FRUIT OF LOOM MUSLINS Mill lengths—10 to 20 yards— } 7% Less than case cost at wholesale No Mail Orders, Limit-20 yards,

SHEETS Less than wholesale value.

Second Floor, 34th St.

IVE strictly new and up-to-date models, each exhibited on a form showing lines and length.

All made of white contil, beautifully finished with lace and ribbon; some with supporters attached; sizes 18 to 20 inches. The models:—

No. 270—For stout figures; long, deep hips, fully gored. gored. No. 271-For medium full fig-

long hips, medium long waist,
No. 272—For medium figures;
deep hips, fully
gored.
No. 2110—For slim figures;
short hips, readium No. 2110—For slim figures; short hips, medium long waist, fully gored, cut blas at side, deep bust gore.

No. 3490—For medium figures; medium long waist, high bust, deep bust gore; fan front, fully gored.

Expert Corset salespeople at your service to assist in the selection of suitable models.

Women's Waists & Dressing Sacques Come Into A Final Clearance.

Second Floor.
Less than half regular price commands choice of two groups of Walsts and Sacques—winter garments in odd sizes and styles.
Waists made of flannels, wool batiste and albatross—
At 49c. Were 99c. to \$1.49. At 99c. Were \$1.98 to \$2.49. At \$1.24.

Men's Blanket Robes at Half Price.

That Dependence

which customers have learned to place upon our announcements is the secret of our always busy store.

DEEDS-NOT WORDS

So Far Below Value

IRISH POINT CURTAINS

Reversible, handsome designs—three tones—5 styles—value \$4.98...... 2.98

FANCY CHINA SILKS

MORAVIAN SMYRNA RUGS

GIRLS' REEFERS AND BOX COATS

White, Rose, Yale Blue, Gray, Tan. Violet, plain and changeable effects—wide circular flounce, with tailor strappings or whie accordion with ruckings—deep silk drop—worth \$9.00. 6.69 BOYS' REEFERS AND TOP COATS

WHITE SERGE COATS

Suspender style—col'd checked skirts—white walsts—sizes to 3 yrs.—value .00.. . 49

PILLOW CASES Less than wholesale value.

FEATHER PROOF TICKINGS

SILK FLOSS CUSHIONS White Cambric covered—try and match these prices elsewhere— 18x18-value 25. .15 | 22x22-value .50 .24 20x20-value .10 .18 | 24x21-value .40 .29 FULL SIZE COMFORTABLES

HEMSTITCHED HUCK TOWELS

CARVER AND FORK

Were \$2.97 to \$3.96. Elderdown Dressing Sacques, similar reductions; choice at 59c., 99c. and \$1.49.

First Floor, 34th Street.

A small lot of good Robes, at \$2.24 each, reduced from \$4.48.

Ought to interest men of an athletic turn—men who want Robe protection at odd times between "stunts in the gym."

B: AL Macy & Co.'s Attractions

Are Their Low Prices.

B'wag at Sth to Sth at. ALLOVER LACE NETS Oriental and Valencleones—new patterns—for Walsts, Chemisettes, Yokos, Haif Sleeves, Millinery—value .70...... 49

WOMEN'S NIGHT DRESSES

WOMEN'S SAILOR HATS New jannty style-trim'd with ribbon, calffon, velvet and quills-Black and Colors.....

LITTLE CHILDREN'S

in cutaway, box or short-fitted models, as above; safety skirts; in a variety of materials, includin a variety of materials, including black diagonal cheviots, broadcloths and mannish mixtures—at. \$34.74 and \$39.74 RIDING BREECHES, made of tan linen, siteen, pongee and black cloth...\$2.96 to \$7.49 SEPARATE SKIRTS, for side saddle or astride riding—in serges, cheviots, plain cloths and mixtures:—

For side saddle,

\$11.74 to \$14.74
For astride riding,

\$9.89 to \$14.74

FINE CALIFORNIA BLANKETS

ALL LINEN SATIN DAMASKS ALL LINEN NAPKINS 21-Inch-extra heavy-good value at \$1.70 a dozen............ 1.29 HEMSTITCHED BUREAU SCARFS

WASHABLE CUSHION SLIPS Fancy Art Denim—newest Spring patterns—tassel corners—werd .60............39 WHITE PRINCESS NAINSOOKS

SPECIAL IN LININGS

EMB'D EDGINGS AND INSERTINGS EMBROIDERY ALLOVERS 22-inch—Nainsook and Swiss— Euglish Eyelet and dainty baby patterns—value \$1.25.